

5732. Cherefresh (cherry juice). (F.D.C. No. 43150. S. No. 55-670 P.)

QUANTITY: 16 cases, 12 46-oz. cans each, and 178 cases, 24 12-oz. cans each, at Oklahoma City, Okla.

SHIPPED: 9-27-58 and 10-22-58, from Sturgeon Bay, Wis., by Reynolds Bros., Inc.

LABEL IN PART: (Can) "Cherefresh The Original Refreshing Cherry Drink * * * Reynolds Brothers, Inc., Sturgeon Bay, Wisconsin" or "Cherefresh * * * Cherry Juice."

ACCOMPANYING LABELING: Leaflets entitled: "Arthritis Victims Ask for Cherry Information."

LIBELED: 5-21-59, W. Dist. Okla.

CHARGE: 502(a)—when shipped, the labeling which accompanied the article contained false and misleading representations that the article was an adequate and effective treatment for arthritis, gout, and related ailments.

DISPOSITION: 7-21-59. Consent—claimed by Reynolds Brothers, Inc., and relabeled.

5733. Darcopherol tablets. (F.D.C. No. 41892. S. No. 14-394 P.)

QUANTITY: 39 50 tablet btls. and 1 180 tablet btl. at Chicago, Ill.

SHIPPED: Between 3-10-58 and 4-21-58, from Los Angeles, Calif., by Dartell Laboratories.

LABEL IN PART: "Net Contents * * * DPS Formula 7 Darcopherol * * * A dietary Food Supplement Providing Total Vitamin E from natural vegetable oils B Complex Factors Vitamin B-12 Vitamin B₁ Choline Vitamin B-2 Natural Iodine from Sea Vegetation Fatty Unsaturates from Wheat Germ and Soya Bean Dartrate Concentrate."

ACCOMPANYING LABELING: Pamphlets entitled "The Facts About Vitamin E."

LIBELED: 6-26-58, N. Dist. Ill.

CHARGE: 502(a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article had nutritional properties which would prevent and correct heart disease, diabetes, muscular dystrophy, liver disorders, kidney disease, atherosclerosis and arteriosclerosis, sterility and many other disorders.

DISPOSITION: 7-25-58. Default—destruction.

5734. DPS Formula Lipotrate tablets. (F.D.C. No. 41842. S. No. 32-449 P.)

QUANTITY: 8 cases, 12 btls. each, at Philadelphia, Pa.

SHIPPED: 1-8-58 and 4-4-58, from Los Angeles, Calif., by Dartell Laboratories.

LABEL IN PART: (Btl) "DPS Balanced Formulae * * * Formula 4 Lipotrate Net Contents 120 tablets A dietary Food Supplement providing Lipotropic Factors Choline Bitartrate Inositol Betaine dl-Methionine with B-Complex Vitamins Vitamin B-12 Vitamin B-6 Folic Acid Calcium Pantothenate and Minerals Iodine Calcium Phosphorus and containing Dartrate Concentrate."

ACCOMPANYING LABELING: Pamphlet entitled "From Nature Through Experimentation and Research comes Discovery * * * Lipotrate."

LIBELED: 5-27-58, E. Dist. Pa.